



Army Community Awareness Program

Saving Lives Through Individual and Family Preparedness

Army Emergency Management

HQDA G3/5/7

Army Asymmetric Warfare Office
Force Protection Division
Installation Preparedness Branch



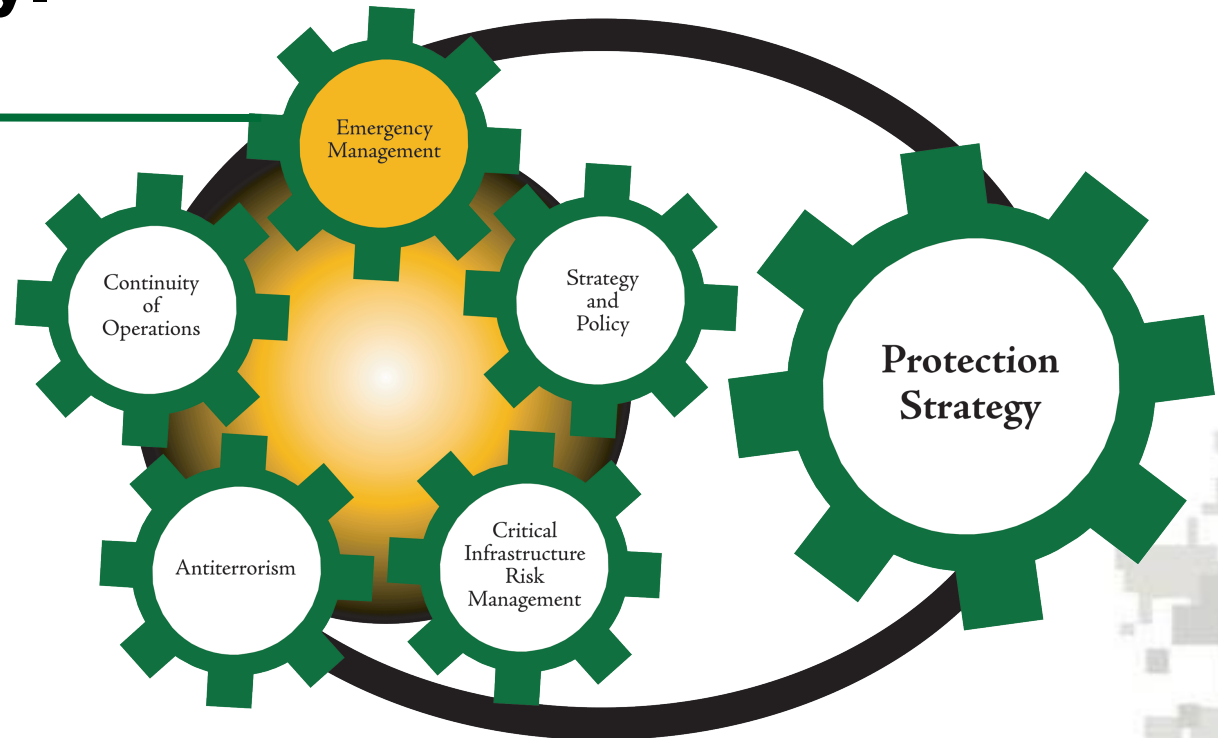
U.S. ARMY

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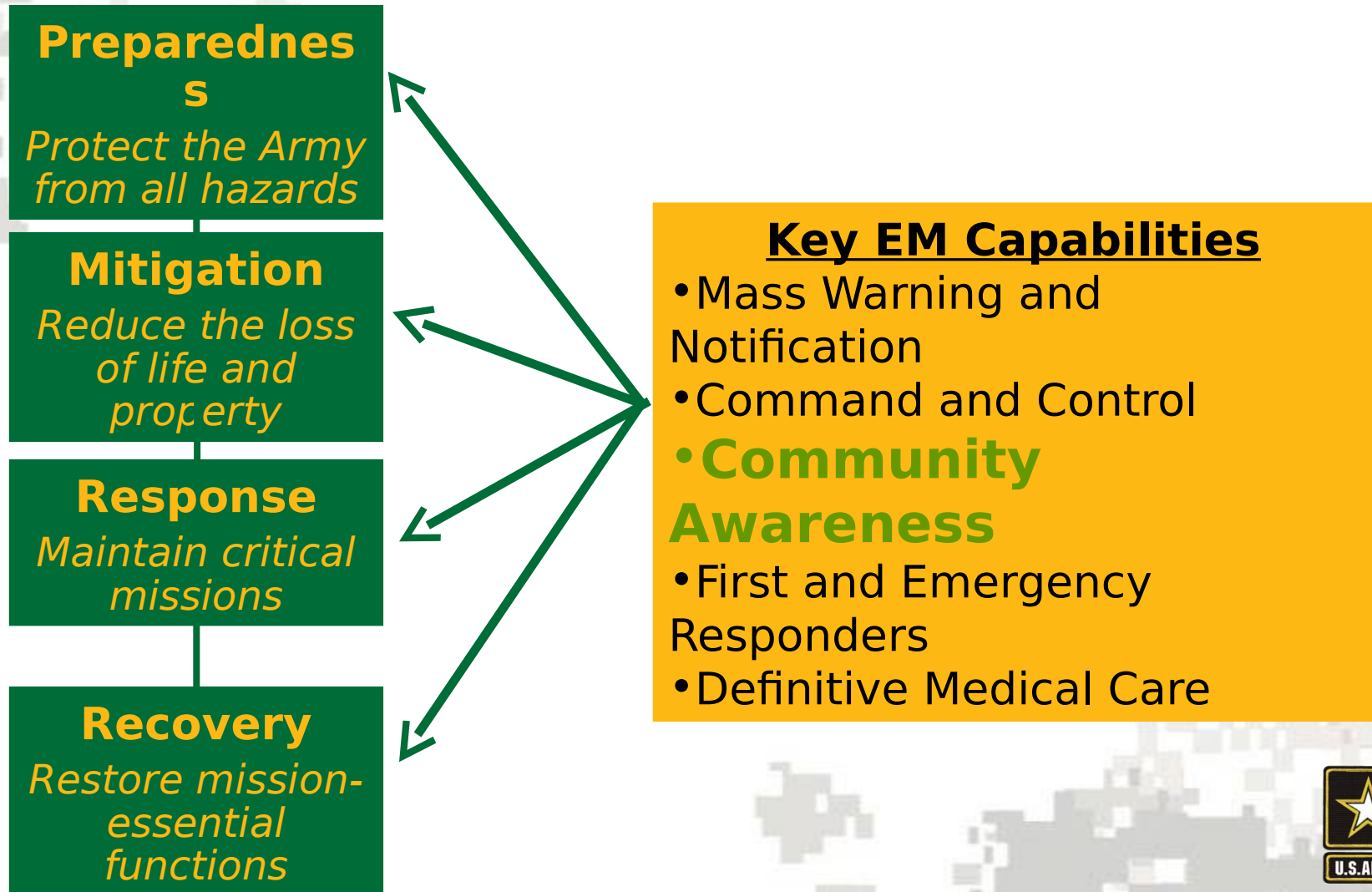


EM is a key component of the Army Protection Strategy.





Community Awareness is a force multiplier.





This campaign will help increase survivability and resilience.

**Army
Emergency
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Elements of the Campaign

➤ Central Themes

- Duty to be prepared
- Preparedness saves lives
- Be self-sufficient first 72 hours
- Peace of mind for deployed loved ones.



➤ Action-oriented Information



Get a Kit

**Make a
Plan**

**Be
Informed**





The Technical Approach

<p>Conduct Pilots</p> <p><i>USAREUR</i></p> <p><i>Fort Hood</i></p>	<p>Leverage Resources</p>  <p><i>JPMG</i></p>
<p>Get Feedback</p> 	<p>Develop Toolkit</p> 

Print
Web
Multimedia
a
Templates
Guidance



Project Timeline

Fall
07

Develop strategy and products

Winter
07-08

Launch pilot campaigns in
USAREUR
and Fort Hood

Spring
08
Summer

Gather feedback from pilots and
adjust products for army-wide roll-
out.

08
Fall
08

Coordinate Army-wide publicity
and availability.

September is...

**National Preparedness
Month**





In Conclusion...



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